

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM326331

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Montgomery Ward, Inc.	FORMERLY Midwest Catalog Brands, Inc.	01/23/2012	CORPORATION: WISCONSIN
RECEIVING PARTY DATA			
Name:	Midwest Catalog Brands, LLC		
Street Address:	1112 7th Avenue		
City:	Monroe		
State/Country:	WISCONSIN		
Postal Code:	53566		
Entity Type:	LIMITED LIABILITY COMPANY: WISCONSIN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2125203	CHARLES KEATH	
Registration Number:	1334269	CHARLES KEATH, LTD.	
CORRESPONDENCE DATA			
Fax Number:	3124276663		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	312 427-1300		
Email:	chiustm@ladas.net		
Correspondent Name:	David C Brezina		
Address Line 1:	224 S Michigan Ave		
Address Line 2:	Suite 1600		
Address Line 4:	Chicago, ILLINOIS 60604		
ATTORNEY DOCKET NUMBER:	4T09613556, 4T09613562		
NAME OF SUBMITTER:	d		
SIGNATURE:	/David C. Brezina/		
DATE SIGNED:	12/16/2014		
Total Attachments: 1			
source=MW to MCB LLC Assignment#page1.tif			

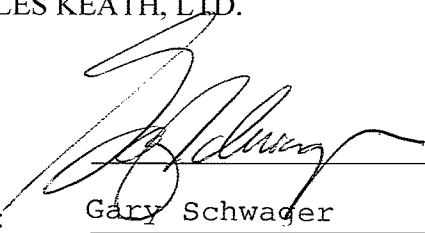
CH \$65.00 2125203

ASSIGNMENT

For and in consideration of One Dollar (\$1.00) and other valuable consideration, the receipt and sufficiency of which are hereby acknowledged, MONTGOMERY WARD, INC., a Wisconsin corporation having its principal place of business at 1112 7th Avenue Monroe, WI 53566-8016 (the "ASSIGNOR"), hereby assigns, sells, conveys, and transfers to MIDWEST CATALOG BRANDS, LLC., a Wisconsin Limited Liability Company, having a place of business at 1112 7th Avenue Monroe, WI 53566-8016 (the "ASSIGNEE"), all right, title, and interest in and to the service marks CHARLES KEATH and CHARLES KEATH, LTD. (the "Marks"), the applications and registrations therefore, and the goodwill of the business in which the Marks are used, together with all claims for damages and other relief by reason of infringement, with the right to sue and collect the same for its own use and for the use of its successors and assigns, *nunc pro tunc*, September 1, 2010.

This assignment expressly includes the following US Registrations:

Serial No.	Reg. No.	Mark
75168124	2125203	CHARLES KEATH
73502554	1334269	CHARLES KEATH, LTD.

Signed: 

Printed: Gary Schwager

Title: President

Date: 1/23/2012